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BREASTFEEDING POSTER CAMPAIGN AIMED TOWARDS FATHERS IN MALAYSIA

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Abstract:

This study is a visual analysis in determining the best strategy and art direction for breastfeeding poster campaign aimed towards fathers in Malaysia based on criteria such as visual, layout, typography, colour, strategy and art direction. The aim of this study is to increase the breastfeeding awareness by using poster as a visual media. In Malaysia, the awareness of breastfeeding is a crucial and necessary effort as stated by the Former Deputy Women, Family and Community Development Minister, Hannah Yeoh in year 2019. She also stated that the breastfeeding campaign is still needed to be promoted as a way to socially protect and support the mothers that aim specifically towards the husband, family, employer, and co-workers. World Health Organization (WHO) in their Global Targets 2025 Programme also stated that breastfeeding practice is one of their campaigns to improve maternal, infant, and young child nutrition. This study is a visual analysis of poster type that are used for Malaysia breastfeeding campaign in year 2008 to 2018. This analysis is also used to suggest the most effective poster type together with the strategy and art direction in order to gain better breastfeeding awareness in Malaysia. Interview session with the representative of Ministry of Health Malaysia, poster design expert, and registered counselor under the Board of Counsellors (Malaysia) are also conducted to get their feedback in which they are combined with this visual analysis to produce pre-test breastfeeding poster campaign. All the feedback based on pre-test poster then is used to produce post-test breastfeeding poster campaign.

Keywords:

Visual Analysis, Breastfeeding Poster Campaign, Strategy and Art Direction, Fathers, Type of Posters

Introduction

In Malaysia, the rates of mothers practicing breastfeeding exclusively among babies at six months of age has increase to 60% as stated by the Former Deputy Women, Family and Community Development Minister, Hannah Yeoh, which has increased by only 14.5% in year 2009. However, she also mentioned that breastfeeding campaign is necessary to be continued as the other 40% of mothers do not practice breastfeeding because of factors such as misunderstanding about the knowledge of breastfeeding, wide usage of formula milk, environment pressure and non-friendly breastfeeding public room. Hannah Yeoh also added that mothers are still lack in breastfeeding experience, low understanding of husbands and family, breast swelling and tiredness after giving birth as the other reasons. Former Minister of Health Malaysia, Datuk Seri Dr. Haji Dzulkefly Ahmad (2019) has also stated that breastfeeding campaign still needs to be promoted as a way for society to support and as commitment for the mothers. He also introduced the theme for the breastfeeding week in year 2019 which is, "EMPOWER PARENTS, ENABLE BREASTFEEDING - Now and for the future". Ministry of Health Malaysia until now has been consistent in their statement that parents are required to get breastfeeding knowledge as early in the pregnant period in which the husbands and the families should be alert with mothers' needs in order to help mothers in the context of love and emotional support. Also, the mothers' colleagues are encouraged to give moral support other than reducing the mothers' work burden. The other three parties that are hoping on in this effort are the breastfeeding group support, society support and employers support. Breastfeeding is also one of international awareness campaigns under the Global Targets 2025 introduced by WHO to improve the maternal conditions; mothers, infants and young children nutrition. According to Global Target 2025, breastfeeding is listed together with the other issues such as stunting, anaemia, low birth weight, childhood overweight, and wastage. WHO in their overview of this target has listed each of the issues with the percentages that needs to be achieved and in some cases; reduced. As stated in WHO overview, there are 40% reduction in the number of stunted children under 5-year-old, 50% reduction of anaemia in women of reproductive ages, 30% reduction in low birth weight, no increase of childhood overweight, breastfeeding for about to increase the rate 50% in the first 6 months old, and consistent to reduce less than 5% for the wastage. All of these statements and campaigns are becoming a reason for the researchers to identify and analyse the strategy and included in those are the art directions that can be used for breastfeeding poster campaign in order to improve the breastfeeding awareness. This is also one of the efforts derived from the statement by Former Deputy Women, Family and Community Development Minister and Former Minister of Health Malaysia in which it is mentioned that the individuals around mother are also necessary to be involved in the effort of gaining awareness. All of the posters sample previously used in this campaign will be taken from the official gallery of Nutrition Division, National Lactation Centre and MyHEALTH Malaysia under the Ministry of Health Malaysia either from their website, social media, printed material, and others. Moreover, other posters from private hospital and clinic are also became a part of samples in this study.

Problem Statement

According to the statement by the Former Deputy Women, Family and Community Development Minister, Hannah Yeoh (2019), breastfeeding campaign is necessary to be continue as there are still 40% of mothers did not practice breastfeeding. She added a few factors influencing this such as misunderstanding knowledge of breastfeeding, widely formula milk usage environment pressure and non-friendly breastfeeding public room. Hannah also said that mothers are still lacking in breastfeeding experiences, the husbands and families are not supportive enough, breast swelling and tired after giving birth as the other reasons. In the same

time, Former Minister of Health Malaysia, Datuk Seri Dr. Haji Dzulkefly Ahmad (2019) also stated that breastfeeding campaign still needs to be promoted as a way of social protection and supports to the mothers. He stated that this kind of commitment will protect the babies nowadays from any disease from potentially infecting them, hence will also reduce the risks of any dangerous disease in their adult age. He said in his statement while also announcing that breastfeeding campaign theme for this year; 'EMPOWER PARENTS, ENABLE BREASTFEEDING – Now and for the future' as to embody the importance of all efforts in supporting breastfeeding mothers specifically the husbands, families, employers and co-workers. This is important in helping to bring about the biggest impact of breastfeeding practice in Malaysia. In the other related statement, Cochrane Malaysia (2016) is also elaborated the detail regarding the 3 to 4 months babies that are not fully breastfeed will having a risk of stomach, intestinal, lung and ear infections. They are also having a risk of overweight and diabetes while mothers who are not breastfeed are in the risks of breast and ovarian cancer. Other than that, the development of babies' bones and teeth are not proper build as breast milk is not ingested enough to be a main sources of growth development (MyMetro, 2017). One of the private breastfeeding counselling group known as the Breastfeeding Counsellor Networking Program (BCNP) in year 2018 has also stated that parents with less exposure to the breastfeeding knowledge will be influenced easily by miscellaneous society myth and poor advices from the less supported breastfeeding health officer which then turn mothers to be less interested to practice breastfeeding because of the unsupportive environment. BCNP is also stated that most of the breastfeeding problem is coming because of the misunderstood information, unverified sources and individual experience in social media.

Research Aim

This is a visual analysis study in determining the best strategy and art direction for breastfeeding poster campaign aimed towards fathers in Malaysia. The study also involved all strategy and art direction on poster design that are used between the year 2008 to year 2018 as the aim of this study is to increase a better number of breastfeeding awareness among fathers in Malaysia by using posters as a visual media to be shared online.

Research Objectives

- a) To analyse the strategy and art direction of previous and current breastfeeding poster campaign that are used in Malaysia.
- b) To identify the most effective strategy and art direction of poster types that can be implemented in a breastfeeding poster campaign in Malaysia.
- c) To suggest a breastfeeding poster campaign according to the visual analysis and feedback related to the audiences in Malaysia.

Literature Review

According to the report by the National Health and Morbidity Survey (NHMS) in year 2016, the prevalence of exclusive breastfeeding among babies below six months of age has shown that the numbers have increased from 14.5% to 47% but it is still considered to be below than the target which is 70% which is to be achieved by year 2025 (Hui Wen Phua, Nur Aina Afrina Abdul Razak, & Nurul Husna Mohd Shukri, 2020). Hui Wen Phua at al also stated that breastfeeding support should coming from the partner or husband which is one of the significant influences on mothers breastfeeding decision. In most of the study regarding breastfeeding, the focus is only on the mothers, and less involving the fathers directly even when they are also having an important responsibility in babies feeding practice. In the other perspective shared by the Pakar Perbidanan dan Sakit Puan Pusat Perubatan Sunway, Dr.

Sharmina Kamal Shamsul Kamal said that the fathers should help breastfeeding mothers by helping in related activities such as diapers change, bottle breastfeeding and care for them (Tuty Haryanti Ahmad Rodzi, 2021). Also, in the same opinion regarding fathers need to support mothers in this campaign stated by Muthuramu Gurusamy (2020) in World Alliance for Breastfeeding Action (WABA) which is said that successful breastfeeding is a joint effort for both fathers and mothers. He also said that social stigma, infrastructure, and cultural norms are a few challenges that are faced by the fathers nowadays to get involved. Muthuramu suggested that the fathers should be more open in this campaign and stay with the intention of 'giving the best to your baby', joining a breastfeeding mother support group, and even suggested to WABA to expose these fathers regarding breastfeeding knowledge and benefit to the fathers and get them involved in decision making process. Nowadays, poster can be used in many purposes (Poster House, 2019). Poster House also stated that in the most of basic purpose, poster also can be considered as a visual method of idea promotion, product, and event displays in a public space for mass consumption. A poster is not similar with other artwork such as painting even if poster is derived from this kind of artwork. A poster purposely made for example, a thousand of copies and are spread out to the people around the city and its functions are to be reaching the viewers. As in statement by Cambridge University Press, (2019), a poster is also a normally in a large size of printed visual, photograph and other. It is used to advertise something in a public place. According to Harper Collins (2019), a poster is a large notice or picture that are displayed on a wall or board basically to advertise something. It is also can be consider a method of announcement and advertisement. The poster is also displayed in public area on condition of exposed to weather and easy looking. In the other statement by Colorado S.U. (2010), a good poster is can also function as a way to tell a story, readable for at least 5 feet away, interesting, eye catching, simple, clear language and visual, and in a form of key points summarizations without too detail information on it. According to Archipova, A. (2018), posters nowadays have been used in many of the printing industry. She also said that in the context of memory, individuals normally will have at least one poster in the room. Poster today can be seen in most of the places that we go for example, in the streets, public places, and even on the web. A poster normally in a large sheet of surface containing an image with the text and aims at delivering some information and in a way of noticeable for the viewers. The posters also can be in small size, as examples related like a digital version and postcards. In support of the theory by Archipova, A., Nailon, B (2017) and Chilliprinting (2017) also stated the same, which then categorized all the posters in types of advertising, movie, affirmation and motivational, event, typography, photography, graphic, backlight, informative, subject, propaganda, political, travel, and educational. Breastfeeding poster campaign analysis is necessary to be studied to help increase awareness. According to Erin L. Austen, Joey Dignam and Petra Hauf (2016), it is important to continue all of the efforts in breastfeeding image campaigns specifically to the young adult viewers. They also added that breastfeeding promotion should be continue contemporarily by using breastfeeding images as an effort to raise awareness among public. Breastfeeding campaign has been observed as not being enough by using only television as a media and platform, which necessitate the use of other media such as posters and billboards in maintaining this campaign (Naugle D.A., 2017). In the other similar statement, Alive & Thrive (2014) is also stated that poster is still relevant to be used as one of the 'out-of-home' breastfeeding media campaign displaying on the hospital. Poster in the other aspects is also a type of the cost-effective campaign tools to be utilised in order to improved breastfeeding practice among mother that is acceptable in public area (Vieth, A. 2016). As breastfeeding becomes normal in public, it is indirectly increasing awareness number of it. In context of Malaysia, Girerd-Barclay and Lena C. (2013) said that breastfeeding campaign in Malaysia is more interesting with visual activity campaign such as poster illustration and

competition. This is also in a better situation since young adult nowadays tends to share their activity in Facebook which indirectly spread the campaign widely. The increased in the interesting factor in breastfeeding poster promotion will also make the campaign success.

Research Methodology

In the context of the scope of the research, samples of posters in Malaysia are collected from year 2008 to year 2018 in order for a study about the strategy and art direction in within this period of years can be done. All of the outcome of analysis are used to propose to the representative of Ministry of Health Malaysia and the expert of design. This research is conducted using both; qualitative and quantitative methods to get the data of the breastfeeding poster campaign. Interview session is conducted with the representative of the Nutrition Division and also Family Medicine Specialist, Ministry of Health Malaysia to get first-hand information and feedback regarding current breastfeeding campaign at the same time to verify the information that are to be visualized in the posters. The researchers are also successful in getting the advice from one of the Registered Counsellor under the Board of Counsellors (Malaysia) to acquire the impression in psychology perspective to be applied in the final posters design. Other than that, interview sessions are also conducted with experts in field of design to get their feedback regarding pre-test poster campaign that is developed after the analysis and the previous verification. One of the experts is Mr. Mohd Nasharuddin bin Nasir; a Graphic Designer with six years of experiences in Legendary Image Sdn. Bhd. and is active in the government campaign materials such as poster, bunting, banner, flyers and other related material. The second expert that is interviewed is Mr. Mohd Fitry bin Yahya; currently a lecturer in the Faculty of Computing and Multimedia, University Poly-Tech Malaysia (UPTM), Kuala Lumpur. Previously, he is also a graphic designer for six years in AlphineStars Malaysia Sdn. Bhd. and Masterplan Consulting Sdn. Bhd. He is active in the homeless awareness campaign and has produced related items such as poster, digital signage, and short video. The third expert that has been interviewed is Mr. Fadly bin Ahmad; lecturer at Kolej Teknologi MEA, Kajang Selangor in graphic design department. He is also a graphic designer with seven years of experiences and has also works as an editor at Viraltv Station. He is active in healthy campaign and has produced related items such as printed poster, digital poster, video affect and others. The researcher then develop four pre-test posters after the interview sessions and proposed the posters to the 100 respondents in order to get final feedback from the fathers regarding all the posters produced. The result are showed by percentage format. Twelve questions are created and answered by 102 respondents. The questions and result of survey are shown in the findings.

Design Development

The workflow of poster design process are shown are as follows:

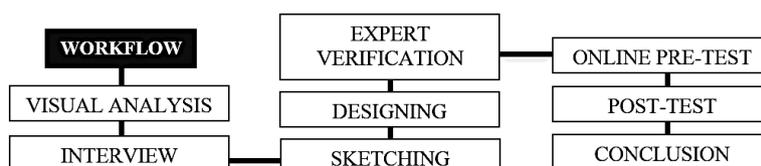


Figure 1: Workflow Of Poster Design Process

Visual Analysis

Breastfeeding awareness posters campaign in Malaysia is classified as mentioned in the Literature Review. The types of posters can be divided by each of types such as propaganda, affirmation and motivational, informative, advertising, subject and others.

Table 1: Type of Posters in Malaysia in year 2008 to 2018

Year	Type of Posters (Quantity)					
	Informative	Educational	Affirmation and Motivational	Photography	Event	Subject
2008	-	2	-	-	-	-
2009	-	-	-	-	-	-
2010	-	-	1	-	-	-
2011	10	1	-	-	-	-
2012	2	-	-	-	-	-
2013	-	2	-	-	-	-
2014	9	1	-	1	-	-
2015	5	6	3	3	-	-
2016	2	-	-	-	1	-
2017	-	1	-	-	-	1
2018	3	-	-	-	3	-
Total	31	13	4	4	4	1

According to the table above, it is shown that even with exploration of various poster types in year 2015 is aggressive with the type of informative, educational, affirmation and motivational, and photography are used, the breastfeeding awareness is still only at the number of 49.4%. This number of awareness has increased to 60% in year 2018 but the type of poster used are only informative and event. The usage of this type of posters become a reason for the researchers to analyse both informative and event type in this year to be develop further.

Sketching

After the visual analysis is done, the researchers have decided to develop an informative and event type poster to be featured as a pre-test poster and presented to the experts mentioned earlier. Basically, it is also a rough drawing purposely made to assist the process of poster design. Sketches are also used to get the first visual references and would be matched in the illustration of design taken from open sources related.

Designing

Designing is a process of the poster to be made by using design software which is in this poster design, Adobe Illustrator is used for all of the design involved. In the illustration of visual design, most of visual used are taken from open sources related and are manipulated to be suitable with the overall poster design concept. According to the type of poster that has been decided, here are the view of poster sketches, outline and design for both types:

a) Informative Breastfeeding Poster 1

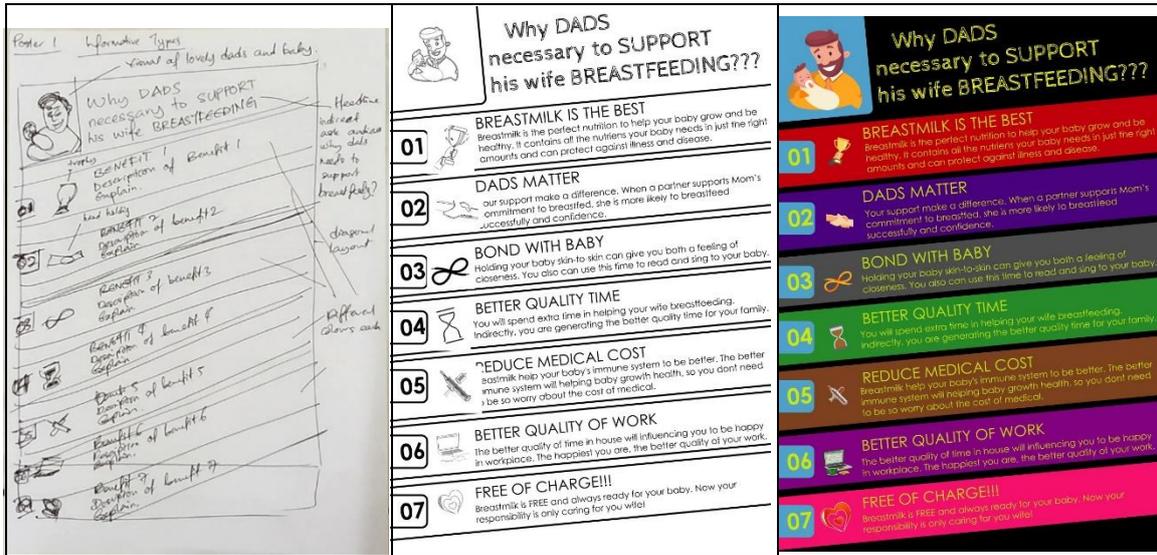


Figure 2: Sketch, Outline, And Design For Informative Breastfeeding Poster 1

b) Informative Breastfeeding Poster 2

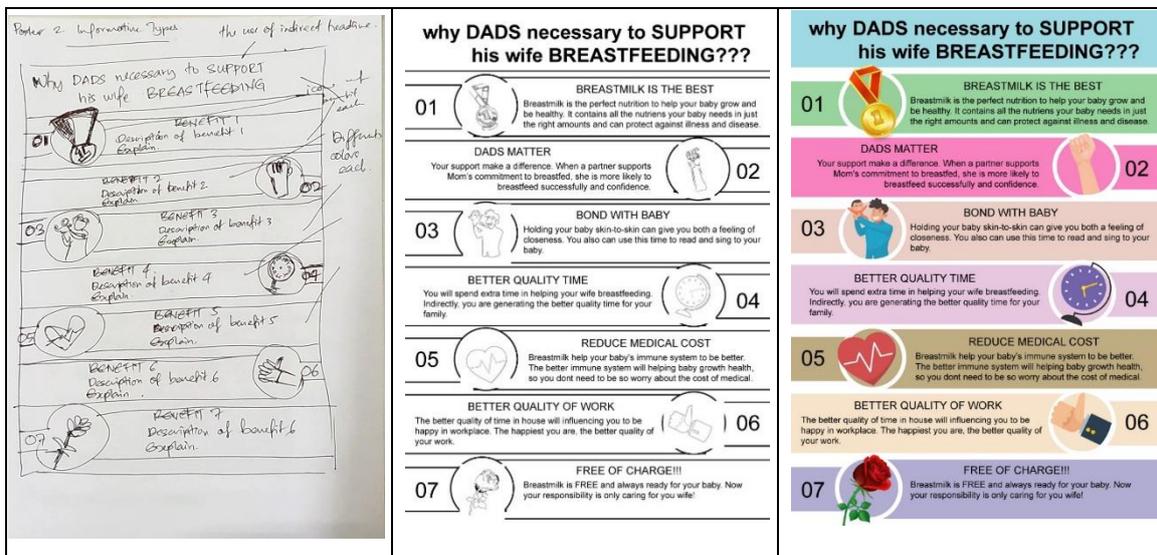


Figure 3: Sketch, Outline, And Design For Informative Breastfeeding Poster 2

c) Event Breastfeeding Poster 1



Figure 4: Sketch, Outline, And Design For Event Breastfeeding Poster 1

d) Event Breastfeeding Poster 2



Figure 5: Sketch, Outline, And Design For Event Breastfeeding Poster 2

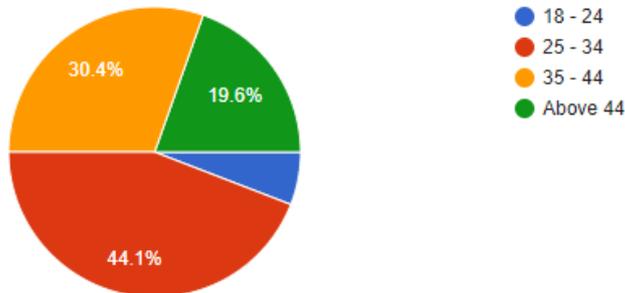
Findings

As mentioned in the methodology, below are the questions and answers of survey that has been conducted:

Question 1

How old are you?

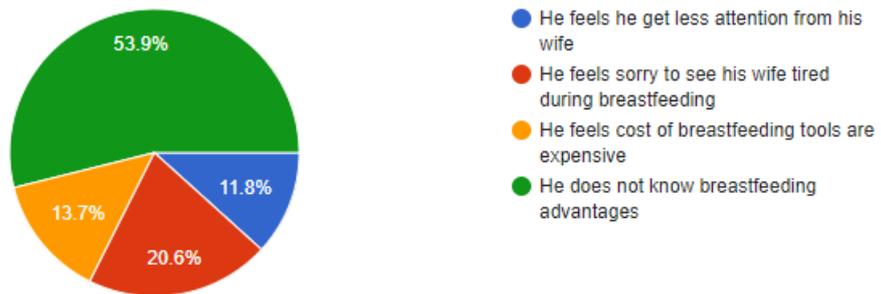
102 responses



Question 2

Why do you think fathers are still do not aware about breastfeeding?

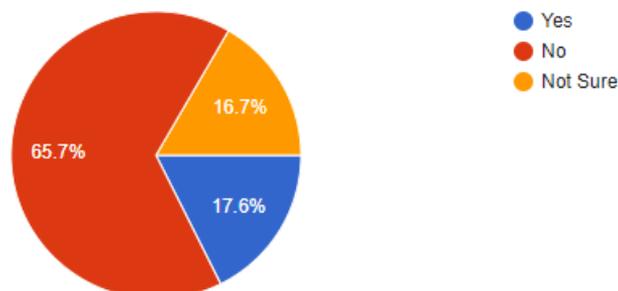
102 responses



Question 3

Have you ever seen a poster of breastfeeding awareness targeted towards fathers?

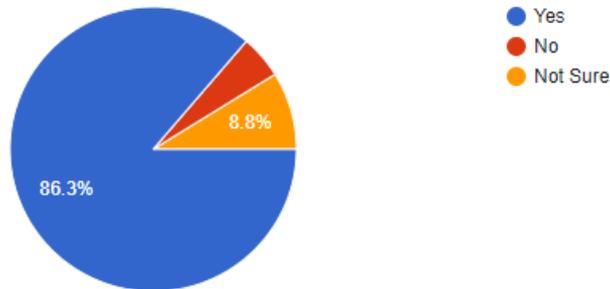
102 responses



Question 4

Do you think it's important for fathers to be educated for breastfeeding?

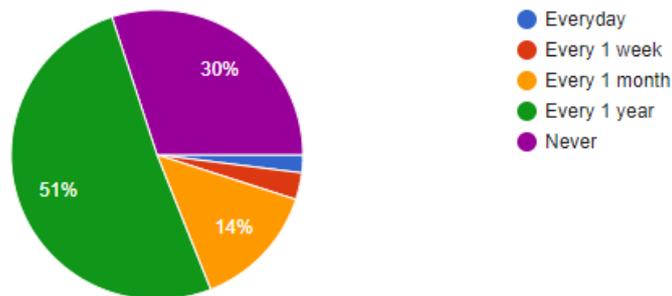
102 responses



Question 5

How often you can see breastfeeding poster campaign in Malaysia?

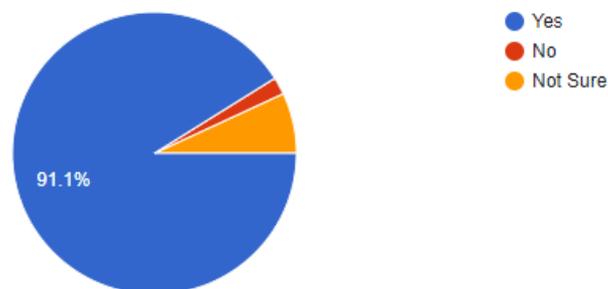
100 responses



Question 6

Do you agree breastfeeding poster campaign should be spread out in social media?

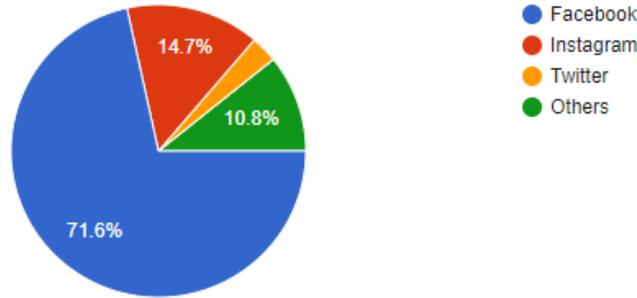
101 responses



Question 7

What is the best social media should be using in this campaign?

102 responses



Question 8

Based on these four designs, which is the most attractive for you?

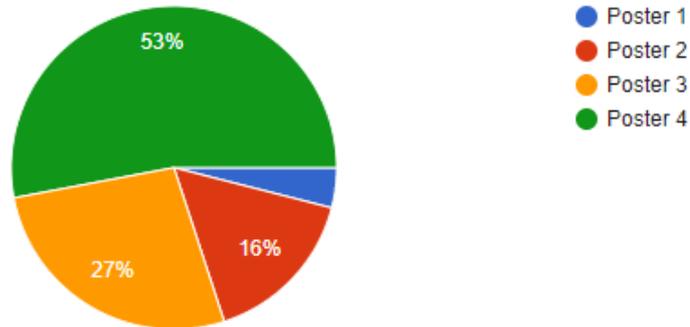
100 responses

Poster 1

Poster 2

Poster 3

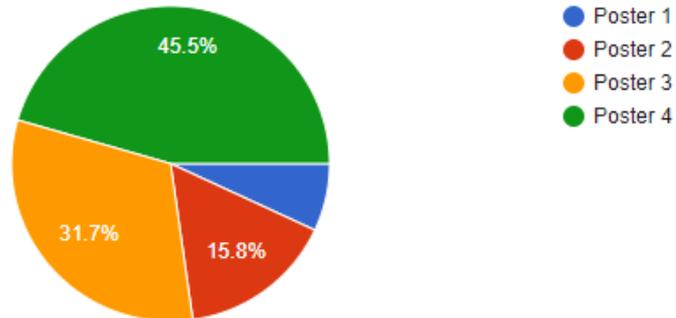
Poster 4



Question 9

Which usage of visual do you prefer the most?

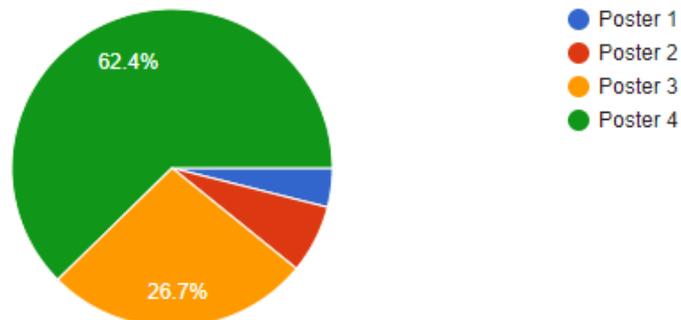
101 responses



Question 10

Which arrangement of information (layout) do you prefer the most?

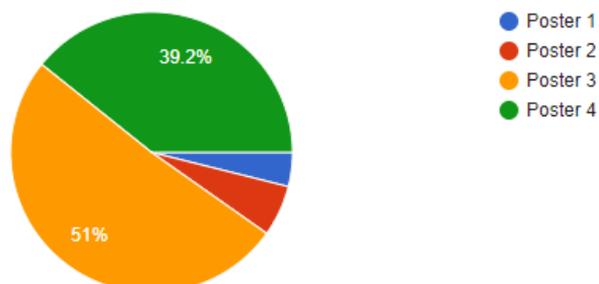
101 responses



Question 11

Which use of typography (font) do you prefer the most?

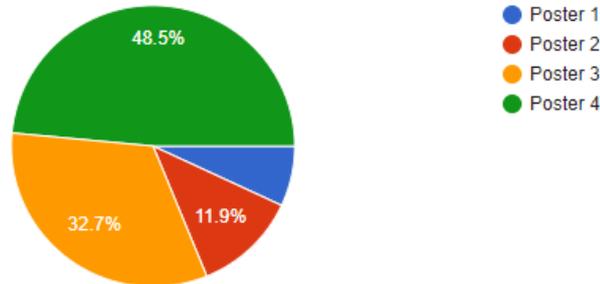
102 responses



Question 12

Which use of colours do you prefer the most?

101 responses



As mentioned in the result of survey, most of the respondents have chosen Poster 4 to be a final breastfeeding poster campaign. However, the respondents have chosen Poster 3 for the most effective typography usage. In order to produce final breastfeeding poster design, both result that came from the survey will be combined and proposed to be a final poster.

Respondents Poster Choice	
<p>Poster 4 is the most preferable poster for this campaign but only typography usage is not in respondent's choice.</p>	<p>Poster 3 however is the respondents' choice poster for the most preferable typography usage.</p>

Table 2: The Adaption Of Poster Design Elements According Respondents Choice.

In conclusion, the typography using in Poster 3 is adapted to Poster 4 as it is the only criteria that is different from Poster 4 while Poster 4 has brought most of the poster criteria such as the most preferable visual, layout arrangement, and colour usage the most. As mentioned before,

the usage of typography in Poster 3 is applied to Poster 4 as it is the only poster criteria that is not in the respondent's choice. Here is the final design for this breastfeeding poster campaign.

Suggestion 1:



Figure 6: Final Poster Suggestion 1

The typography applied in this poster has come from the Poster 3 which is on the headline itself. The usage of different size of text is applied specifically to the highlighted words that also a strategy in this poster which are 'DADS, SUPPORT, and BREASTFEEDING???''. The word 'BREASTFEEDING???' is also an adaption of typography in Poster 3. Other than that, each of the points is also designed to be bold compared with before to make it better readable.

Suggestion 2:



Figure 7: Final Poster Suggestion 2

The typography elements applied in this poster also come from the Poster 3 which is on the headline itself. The usage of different size of text is applied specifically to the highlighted words that also a strategy which is 'DADS, SUPPORT, and BREASTFEEDING???'. The word 'BREASTFEEDING???' is also an adaption of typography in Poster 3. Other than that, each of the points is also designed to be bold with red highlight background as compared before to make it better and more readable.

Campaign Platform

Media selected in this campaign is an online platform which is the use of Facebook fan page entitled Malaysian Dads Support Breastfeeding. This page has been created to gain better number of breastfeeding awareness among fathers in Malaysia. The use of this platform also because of the Facebook is the most popular social media with the numbers 97.3% Malaysian are having account to this social media (MCMC, 2017). As in the findings, 71.6% of respondents are chosen Facebook to be the best platform other than Instagram, Twitter, and others.



Figure 8: Facebook Fan Page Entitled Malaysian Dads Support Breastfeeding

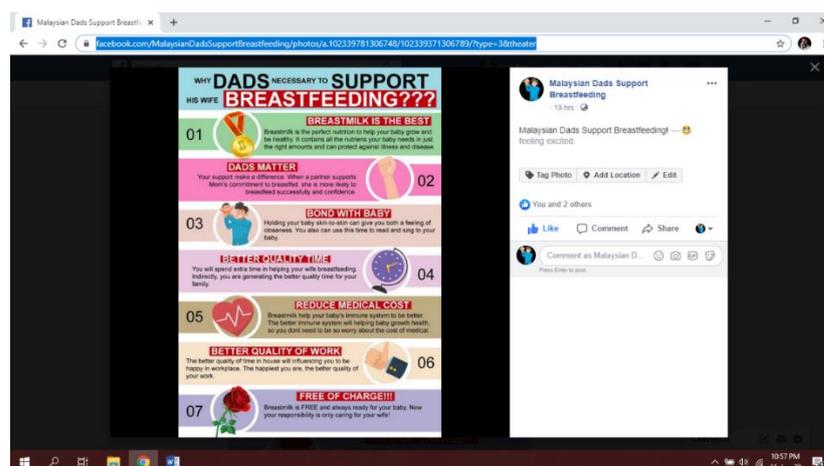


Figure 9: Final Poster Posted On Malaysian Dads Support Breastfeeding Page.

Conclusion

As a conclusion, informative type of poster is still relevant to be the best poster type can be using to gain a better breastfeeding awareness among fathers in Malaysia. It is also a study on how this type of poster can be implementing in this campaign. In the same time, all of the feedback from experts and respondents will be a useful input to be applied in other related campaign materials in the future.

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